

Subject	Media Studies (Year 9)					
Year	Term 1		Term 2		Term 3	
9	<p>1a. Theoretical Framework Introduction Students to be introduced to the key framework principles of GCSE Media Studies, including tools to analyse using Media Language, theoretical perspectives from different media and literary theorists.</p> <p>This is a foundational unit serving students in future topics</p>	<p>1b. Television Students begin formal study on first set text considering primarily, the first episode of Netflix's 'Stranger Things'</p> <p>Students will consider:</p> <ul style="list-style-type: none"> • Long Form Television formats • Genre • Industry topics such as streaming conventions and financial/business modes • Intertextuality and media references • Marketing and advertising 	<p>2a. Advertising and Marketing Students will consider print advertising considering representations of men, women, and historical context.</p> <p>Students will focus on changing representations of women and men including stereotyping and sexualization.</p> <p>Students will apply many of the skills developed and established in previous 1a applying media language analysis and theory</p>	<p>2b. Film Students will begin formal study on second set which is the 2016 remake of 'The Jungle Book'. Students will consider changing historical racial representations. Student will consider problematic representations of African Americans in original film.</p> <p>Students will also focus on industry</p> <ul style="list-style-type: none"> • Production • Marketing • DVD • Streaming services 	<p>3a. Unseen Responses Students will consider multiple media forms, from print to moving image.</p> <p>This unit of work continues to build upon student skills established in 1a and developed in 2a</p> <p>Students will continue to apply theoretical perspectives</p>	<p>3b. Practical Skills Students will engage in a coursework-style unit where many skills are akin to further study at A-Level.</p> <p>Students will:</p> <ol style="list-style-type: none"> 1. 1.Introduce and analyse brief, checklist, existing product analysis 2. Reader Profile – analyse and create 3. Statement of Aims and Intentions – model, plan, write 4. Intro and analyse brief, checklist, existing product analysis 5. Pitch Sheet, Mockup designs 6. Finish Mockups, Statement of Aims and Intentions – plan, write 7. Create product based on all previous stages